



Prioritization Matrix

A prioritization matrix is a technique used to sort a diverse set of items into an order of importance. To compare the items, each item is scored against a set of criteria. The sum of the scores represents the relative important of the item. When some criteria are more important than others, the scores can be weighted to more accurately reflect the criterion's significance (see figure below).

Note that brainstorming and dot voting are two techniques used in developing a prioritization matrix. Dot voting and the prioritization matrix are both techniques for prioritizing items, but the prioritization matrix shows the weighted value of an item using a numerical scoring system.

Criteria provide common method of judging items to be prioritized

Criteria are prioritized by weighting values (e.g. 4 means 'twice as important as 2')

Items to prioritize \ Criteria:	Low cost of implementation Weight = 2	High increase in sales Weight = 4	Final score
Add a fold-away handle	3	2	14
Reduce the weight	2	4	20
Use brighter prints	5	3	22

Items scored against criteria

Weighted score is score x weight (e.g. $3 \times 2 = 6$)

Weighted scores added for final score (e.g. $4 + 16 = 20$)

How to Use a Prioritization Matrix

1. Identify the overall objective for prioritization.
2. Using the brainstorming technique, bring together individuals of different roles who are familiar with the topic to generate a list of items to be prioritized.
3. Brainstorm all possible criteria for evaluating each item to be prioritized.
4. Using dot voting or another similar technique, select 3-5 criteria by which to evaluate the items to be prioritized.
5. Assign a weight to each of the evaluation criteria. For example, a criterion with a weight of 4 is twice as important as one with a weight of 2.
6. As a group, determine the score for each item to be prioritized against each criterion.
7. Calculate the weighted score for each item per criterion by multiplying the item's score by the criterion's weight.
8. Calculate the final score for each item by adding all the item's weighted scores together. The final score represents the item's prioritization value.